

International Hospitality Management

English Course

Head office in **Rome**

Academic year

2024 - 2026

Two-year Ministerial Course
POST DIPLOMA



Our goal is to train high-level professionals

- ▶ **Duration:** 2 years in attendance
- ▶ **Places:** Join the top 25
- ▶ **Entry requirement:** High School Diploma
- ▶ **Job:** Guaranteed apprenticeship
- ▶ **Cost:** Free

Program

1st year

Subject

- Language Italian/German
- Spanish language
- Orientation and accompaniment to training
- Communication techniques and soft skills
- Geography of tourism: tourism planning and programming
- Anthropology tourism culture and international bon ton
- Statistics for customer satisfaction
- Tourism and hospitality legislation
- Labour and tourism legislation
- Public speaking
- Testimony
- Organisation and management of hospitality businesses
- Event organisation in hotels
- Hôtellerie services from F&B to Room Division
- Web marketing in Hospitality
- Territorial marketing and synergies between macro and micro marketing
- Introduction to Hospitality Management and Sector Overview
- Geographies of territorial cultural and food and wine excellence, the importance of networking



Program

1st year

Subject

- Marketing in Hospitality
- Company organigram
- Human resources management
- Organisational communication and business ethics
- Esperienza dell'ospite e soddisfazione del cliente
- Business wellness tourism
- Tourism and sustainability
- Cleaning and maintenance organisation and services
- Room Division: organisation and management
- Cost management and financial planning

Program

2nd year

Subject

- Language Italian/German
- Spanish language
- Internship and job interview orientation
- Occupational safety, food hygiene, quality and environmental certification
- Social media marketing for Hospitality
- Pricing policies (Revenue Management)
- Procurement techniques and warehouse management
- Business management information systems
- The culture of hospitality in Hospitality
- The importance of guest relations and experience building
- The importance of attached services and complaint management
- The luxury sector: brands and standards
- Human Resources Management and Structure in Hospitality
- CCNLs in the sector: characteristics and common standards
- Hospitality contracting services
- The importance of data analysis for business economic planning
- Hospitality and self-entrepreneurship
- Case studies: visits and workshops for the acquisition of different international brands



Program

2nd year

Subject

- Relations and agreements with players and TOs
- The creation of an unconventional breakfast service and territorial enhancement
- Workshop: Opera Course - Business Management
- Workshop and simulation of booking and revenue policies

Our Foundation

For more than a decade, we have been the point of reference for the training of highly qualified professionals in the **tourism** and **cultural heritage sector**.

Our goal is to bridge the gap between labour supply and demand by providing tourism companies with **professionals** equipped with cutting-edge technical and technological skills.

We innovate tourism training every year and provide our students with **high-level technical, digital** and **language skills**, preparing them to operate in an international and increasingly sustainable context.

Over

90%

our students find work in
the area of reference
both in **Italy** and **abroad!**



Contacts



We are available from
Monday to Friday from **9 a.m.** to **17 p.m.**



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